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March 23, 2018

VIA E-MAIL:

Re: Robbins Research International / Online IP Rights Protection

Dear Event Attendee:

This office is litigation counsel on behalf of Anthony Robbins and his related companies, including Robbins Research International, Inc. ("RRI"). RRI is the company that produces the Unleash the Power Within ("UPW") seminars and events (the "event(s)"), which was most recently held in San Jose, CA, March 15-18, 2018.

This letter is with respect to your legal obligations pursuant to the written waiver agreement that you agreed-to and signed, dated 3/14/2018 (the "Waiver"), as condition of attending UPW events. Pursuant to the signed Waiver, you and all attendees agreed not to record any portion of the UPW seminar and events, and that any content or materials from the UPW event may be utilized solely for personal private use. Specifically, the Waiver provides, in pertinent part: *"By participation in or attending this seminar, I expressly agree not to record by audio, video, photography or any other means, any portion of this seminar. I also understand that this material is protected by the copy right laws, and I agree not to use it in any form after this seminar, other than for my personal use."*

It has come to RRI's attention that, notwithstanding your signed Waiver and legal agreement, you have posted online and are publicly displaying and disseminating one of a number of unauthorized video recordings from the/a UPW event (the "Video"), at, but not necessarily limited to, the following url location(s):

Whether you recorded the Video, or if it was recorded by another attendee of UPW, your posting of the Video is unauthorized and constitutes a clear violation and breach of the signed Waiver. Accordingly, we hereby demand that you take-down and remove, and permanently cease and desist from any further display or dissemination of, the unauthorized posting and exhibition of the unauthorized Video, as well as any other unauthorized UPW event recordings or materials.

Thank you for your understanding and immediate cooperation in this matter.

All rights reserved.

Very truly yours,

ALLISON S. HART
Of
LAVELY & SINGER
PROFESSIONAL CORPORATION

